

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1979

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.0	14.6	16.8	12.5		11.9	17.1	14.0	12.9	14.5	14.0	12.3	13.8
NO. OF PROGRAMS:	7	13	30	3	1FR	7	27	33	33	38	71	9	80

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.0	10.0	6.6	7.7	5.2	7.0	5.7	7.7	6.8	4.5	7.3	5.5	6.1
NO. OF PROGRAMS:	5	3	12	13	11	3	16	12	28	36	5	13	18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR: INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 12, 1979

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	22.7	16,910	8	CHARLIE'S ANGELS	20.2	15,050
2	WKRP IN CINCINNATI	22.5	16,760	8	LAVERNE AND SHIRLEY#	20.2	15,050
3	M*A*S*H	21.8	16,240	11	BARNEY MILLER	20.0	14,900
4	JEFFERSONS	21.2	15,790	12	MORK & MINDY#	19.6	14,600
5	LOU GRANT	21.0	15,650	13	ANGIE#	19.4	14,450
5	TAXI	21.0	15,650	14	CARTER COUNTRY	19.3	14,380
5	VEGA\$	21.0	15,650	15	ONE DAY AT A TIME	19.2	14,300
8	ALICE	20.2	15,050				

2 SUN.	6.30P	30	ABC N	17	195	187	99	98	B	7.1	17	529	1 FRI.	8.00P	90	CBS FF					A	20.2	37	1505	
ALICE									A	20.2	37	1505	CHARLIE'S ANGELS		38		199	201	99	99	B	23.1	37	1721	
1 SUN.	9.00P	30	CBS CS						B	20.9	36	1557	WED.	9.00P	60	ABC PD					A	12.8	31	954	
2 SUN.	10.00P	30											CHIPS		40		207	207	95	98	B	18.3	35	1363	
ALL IN THE FAMILY				33	197	189	99	98	A	18.6	36	1386	SAT.	8.00P	60	NBC OP									
1 SUN.	8.00P	30	CBS CS						B	22.8	38	1699									A	16.0	33	1192	
2 SUN.	8.00P	90											DALLAS		22			189		98	B	18.6	34	1386	
ALL STAR FAMILY FEUD SPEC(S)					189			97	A	11.3	26	842	2 FRI.	10.00P	60	CBS GD					A	9.7	18	723	
2 FRI.	8.00P	60	ABC QP										DAVID CASSIDY-UNDERCOVER		5		181		97		B	11.5	21	857	
ANGIE				18		197		99	A	19.4	40	1445	1 THU.	10.00P	60	NBC OP									
2 THU.	8.30P	30	ABC CS						B	22.8	40	1699									A	19.1	40	1423	
B.J. AND THE BEAR				19	192	199	93	98	A	11.5	25	857	TUE.	8.30P	30	ABC CS	2	204	204	99	99	B	19.1	40	1423
SAT.	9.00P	60	NBC A						B	15.3	29	1140	DIFFRENT STROKES		37		202	208	98	98	A	14.5	35	1080	
BAD NEWS BEARS				17	181	177	98	95	A	9.1	23	678	FRI.	8.00P	30	NBC CS					B	17.9	34	1334	
SAT.	8.00P	30	CBS CS						B	12.8	29	954									A	8.7	20	648	
BARBARA WALTERS SUMMER SP(S)					196			98	A	18.8	36	1401	DOOLEY BROTHERS(S)				181		96						
1 TUE.	10.00P	60	ABC DN										1 TUE.	8.00P	30	CBS CS					A	10.3	23	767	
BARNABY JONES				36	184	192	96	96	A	18.4	35	1371	DOROTHY		1			167		91	B	10.3	23	767	
THU.	10.00P	60	CBS PD						B	19.7	35	1468	2 WED.	8.00P	30	CBS CS									
BARNEY MILLER				40	191	191	98	99	A	20.0	39	1490	DUKES OF HAZZARD		22				191		98	A	17.3	35	1289
THU.	9.00P	30	ABC CS						B	21.2	35	1579	2 FRI.	9.00P	60	CBS CS					B	19.6	35	1460	
BATTLESTAR: GALACTICA				9	186			93	A	6.0	16	447	EBONY, IVORY AND JADE(S)				178		95		A	11.1	23	827	
1 SAT.	8.00P	60	ABC SF						B	7.2	18	536	1 FRI.	9.30P	90	CBS FF									
BIG EVENT-TUE.				37	194	195	96	96	A	10.4	20	775	EDDIE CAPRA MYSTERIES		7		185		96		A	13.7	29	1021	
1 TUE.	9.00P	112	NBC FV						B	15.4	25	1147	1 FRI.	10.00P	60	NBC SM					B	13.4	27	998	
2 TUE.	9.00P	120											EIGHT IS ENOUGH		41		199	200	99	99	A	15.5	33	1155	
													WED.	8.00P	60	ABC CS					B	22.1	37	1646	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)															PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)														
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D															BARETTA-THU.														
ROPER					1	196		98		A	16.6	31	1237	4					168	168	95	95	A	5.2	28	387			
2 SUN.										B	16.6	31	1237	1 THU.					12.37A	43	ABC	OP	B	5.0	28	373			
RUNAWAYS					9	189	181	96	94	A	9.6	21	715	2 THU.					12.37A	50									
TUE.										B	9.7	20	723	CALIFORNIA JAM II(S)									157		90	A	3.4	13	253
1 SUN.					7	196		99		A	7.0	16	522	1 FRI.					12.00M	67	ABC	PC							
60 MINUTES					45	194	201	99	99	A	11.3	24	842	CBS SUNDAY NEWS-BRADLEY						130	131	76	75	A	8.6	19	641		
SUN.										B	16.5	39	1229	SUN.					11.00P	15	CBS	N	B	7.7	17	574			
1 MON.										B	23.4	42	1743	LATE MOVIE I						163	163	91	91	A	7.7	27	574		
2 TUE.					1	186		96		A	17.2	34	1281	1 MON.					11.30P	70	CBS	FF	B	7.5	27	559			
STOCKARD CHANNING-FRIENDS					6	175	171	98	94	A	17.2	34	1281	1 THU.					11.30P	25									
SAT.										B	7.9	19	589	2 MON.					11.30P	71									
STOCKARD CHANNING FR.SPEC(S)						168		91		A	8.7	19	648	2 TU & F					11.30P	73									
1 WED.					5	192	188	95	96	A	12.3	26	916	2 WED.					12.00M	73									
SWORD OF JUSTICE										B	11.4	25	849	2 THU.					11.30P	26									
SAT.														LATE MOVIE II						162	163	91	91	A	4.9	26	365		
TAXI					37	204	202	99	99	A	21.0	40	1565	1 MON.					12.40A	43	CBS	FF	B	4.8	27	358			
TUE.										B	23.5	38	1751	1 TUE.					12.43A	38									
THREE'S COMPANY					41	207	205	99	99	A	22.7	44	1691	1 WED.					12.43A	39									
														1 THU.					12.06A	55									
														1 FRI.					12.43A	43									
														2 MON.					12.41A	43									

TUE.	9.00P	30	ABC	CS						B	28.0	45	2086	2 TUE.	12.43A	45															
20/20					10	194	194	99	99	A	17.3	33	1289	2 WED.	1.13A	40															
THU.	10.00P	60	ABC	DN						B	15.5	29	1155	2 THU.	12.06A	54															
VEGA\$					37	189	197	97	99	A	21.0	39	1565	2 FRI.	12.43A	46															
WED.	10.00P	60	ABC	PD						B	19.5	34	1453	MIDNIGHT SPECIAL								42	203	203	99	99	A	3.8	26	283	
WALTONS					33	192	191	95	96	A	9.0	20	671	FRI.	1.00A	90	NBC	PC									B	3.7	24	276	
THU.	8.00P	60	CBS	GD						B	16.8	28	1252	NBC LATE NIGHT MOVIE								41	116	114	64	62	A	3.2	14	238	
WELCOME BACK, KOTTER					8	188		97		A	8.9	20	663	1 SUN.	11.30P	119	NBC	FF									B	2.8	14	209	
1 FRI.	8.30P	30	ABC	CS						B	8.5	19	633	2 SUN.	11.30P	122															
WHITE SHADOW					13	189	185	99	99	A	13.7	29	1021	PGA CHAMPIONSHIP-FRI.(S)									179		96		A	4.8	14	358	
MON.	8.00P	60	CBS	GD						B	15.4	28	1147	1 FRI.	11.30P	30	ABC	SE													
WKRP IN CINCINNATI					20	196	198	99	99	A	22.5	40	1676	POLICE STORY-MON.								27	176	174	96	95	A	5.7	20	425	
MON.	9.30P	30	CBS	CS						B	21.0	33	1565	MON.	11.30P	71	ABC	OP									B	5.9	22	440	
WONDERFUL WORLD OF DISNEY					39	210	214	99	99	A	12.3	29	916	POLICE STORY-MON. 2								6	176	174	96	95	A	5.2	31	387	
SUN.	7.00P	60	NBC	FV						B	15.0	27	1118	1 MON.	12.41A	47	ABC	OP									B	4.9	30	365	
2 MON.	12.41A	46												2 MON.	12.41A	46															
•LATE FRINGE														POLICE WOMAN								42	180	181	97	97	A	8.1	27	603	
ABC WEEKEND REPORT-SAT.					42	151	149	87	87	A	6.7	16	499	WED.	11.30P	67	ABC	OP									B	6.7	25	499	
SAT.	11.00P	15	ABC	N						B	7.7	16	574	SATURDAY NIGHT								37	214	212	99	99	A	13.4	42	998	
ABC WEEKEND REPORT-SUN.					42	154	148	91	90	A	5.1	15	380	1 SAT.	11.30P	81	NBC	GV									B	12.8	39	954	
1 SUN.	11.00P	15	ABC	N						B	6.8	16	507	2 SAT.	11.30P	79															
2 SUN.	12.10A	15												SOAP								14		166		92	A	6.7	22	499	
BARETTA-WED.					4	172	172	96	96	A	5.2	30	387	2 FRI.	11.30P	64	ABC	CS									B	6.8	21	507	
1 WED.	12.37A	52	ABC	OP						B	4.9	29	365	STARKY AND HUTCH-11:30								42	180	180	97	97	A	6.4	21	477	
2 WED.	12.37A	41												THU.	11.30P	67	ABC	OP									B	6.5	24	492	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
WEEKDAY DAYTIME CONT'D										CBS SAT. FILM FESTIVAL									
TODAY SHOW-8.30AM	210	214	214	99	99	A	4.6	27	343	SAT. 1.30P 30 CBS CL	12	167	146	91	81	A	4.5	19	335
M-F 8.30A 30 NBC N						B	4.8	28	358							B	4.1	18	305
\$20,000 PYRAMID	209	170	170	91	91	A	4.4	17	328	CBS SPORTS SPECTACULAR	40	145		88		A	4.6	16	343
M-F 12.00N 30 ABC QG						B	5.1	20	380	1 SAT. 4.30P 90 CBS SA						B	5.5	16	410
WHEEL OF FORTUNE	205	198	197	97	97	A	5.1	21	380	CHALLENGE-SUPERFRIENDS 1	10	193	192	99	99	A	5.1	25	380
M-F 11.30A 30 NBC QG						B	5.7	25	425	SAT. 10.00A 30 ABC CA						B	5.0	25	373
WHEW	66	162	163	90	90	A	5.3	25	395	CHALLENGE-SUPERFRIENDS 2	10	194	193	99	99	A	7.1	34	529
1 MTUWF 10.30A 24 CBS QG						B	5.0	25	373	SAT. 10.30A 30 ABC CA						B	6.6	32	492
2 M-F 10.30A 24										CHALLENGE-SUPERFRIENDS 3	10	194	193	99	99	A	7.4	34	551
YOUNG AND THE RESTLESS	70	190	191	98	98	A	10.2	37	760	SAT. 11.00A 30 ABC CA						B	7.0	33	522
M-F 1.00P 30 CBS DD						B	9.5	37	708	CLUE CLUB	27	47	42	43	40	A	1.2	11	89
WEEKEND DAYTIME										SUN. 8.30A 30 CBS CA						B	1.2	11	89
AAU JUNIOR OLYMPICS-SAT(S)		176		95		A	5.1	16	380	DAFFY DUCK	37	202	202	98	98	A	5.3	25	395
2 SAT. 5.44P 46 NBC SE						B				SAT. 10.30A 30 NBC CA						B	6.4	26	477
AAU JUNIOR OLYMPICS-SUN(S)		190		96		A	7.7	23	574	FABULOUS FUNNIES	25	137	129	70	69	A	3.7	16	276
2 SUN. 4.31P 89 NBC SE						B				SAT. 12.30P 30 NBC CA						B	3.8	16	283
ABC WIDE WORLD-SPORTS SAT	32	195	197	99	99	A	7.0	23	522	FACE THE NATION	44	173	176	97	97	A	2.9	16	216
1 SAT. 3.30P 90 ABC SA						B	10.4	27	775	SUN. 11.30A 30 CBS CC						B	3.2	14	238
2 SAT. 5.00P 90										FANGFACE	10	186	185	95	95	A	2.1	24	156
ABC WIDE WORLD-SPORTS-SUN	25	188		98		A	10.0	31	745										
2 SUN. 4.30P 90 ABC SA						B	10.5	28	782	SAT. 8.00A 30 ABC CA						B	2.4	26	179
ALL NEW PINK PANTHER	10	181	179	94	91	A	6.1	27	454	FANTASTIC FOUR	38	194	194	97	97	A	2.8	23	209
SAT. 12.00N 30 ABC CA						B	5.4	25	402	SAT. 8.30A 30 NBC CA						B	3.7	23	276
ALL NEW POPEYE HOUR 1	44	187	181	96	88	A	2.2	26	164	FAT ALBERT AND COSBY KIDS	43	188	179	98	88	A	5.0	22	373
SAT. 8.00A 30 CBS CA						B	3.7	29	276	SAT. 12.30P 30 CBS CA						B	6.4	25	477
ALL NEW POPEYE HOUR 2	44	187	181	96	88	A	3.5	27	261	FRED AND BARNEY SHOW	25	200	198	97	97	A	5.6	25	417
SAT. 8.30A 30 CBS CA						B	5.5	32	410	SAT. 11.00A 30 NBC CA						B	6.5	28	484
ALVIN AND THE CHIPMUNKS	20	192	192	96	96	A	1.8	22	134	GODZILLA SUPER 90 I	37	201	201	99	99	A	4.0	24	298
SAT. 8.00A 30 NBC CA						B	2.5	23	186	SAT. 9.00A 30 NBC CA						B	5.0	25	373
AMERICAN BANDSTAND '79	37	172	171	91	91	A	6.1	26	454	GODZILLA SUPER 90 II	37	201	201	99	99	A	4.8	25	358
SAT. 12.30P 60 ABC PC						B	5.5	22	410	SAT. 9.30A 30 NBC CA						B	5.7	25	425
ANIMALS, ANIMALS, ANIMALS	43	140	139	84	83	A	2.2	11	164	GODZILLA SUPER 90 III	37	201	201	99	99	A	5.0	24	373
SUN. 11.30A 30 ABC CL						B	2.7	12	201	SAT. 10.00A 30 NBC CA						B	5.6	23	417
ARK II	37	161	153	83	77	A	3.8	16	283	HARTFORD OPEN-SAT(S)		178		94		A	4.3	14	320
SAT. 1.00P 30 CBS CL						B	4.7	18	350	2 SAT. 5.00P 60 CBS SE									
BIGFOOT AND WILDBOY	10	186	184	95	95	A	5.7	25	425	HARTFORD OPEN-SUN(S)		185		97		A	3.8	12	283
SAT. 11.30A 30 ABC CL						B	5.2	24	387	2 SUN. 4.24P 10 CBS SE									
BUFORD &-GALLOPING GHOST	25	161	159	76	76	A	4.5	20	335	& 5.51P 9									
SAT. 12.00N 30 NBC CA						B	4.8	21	358	IN THE NEWS- 8.26AM	44	187	181	96	88	A	2.9	31	216
BUGS BUNNY/ROAD RUNNER 1	44	196	193	99	99	A	6.0	36	447	SAT. 8.26A 3 CBS CN						B	4.4	32	328
SAT. 9.00A 30 CBS CA						B	7.4	35	551	IN THE NEWS- 8.56AM	44	187	181	96	88	A	4.0	29	298
BUGS BUNNY/ROAD RUNNER 2	44	196	193	99	99	A	7.0	36	522	SAT. 8.56A 3 CBS CN						B	5.6	30	417
SAT. 9.30A 30 CBS CA						B	9.2	39	685	IN THE NEWS- 9.26AM	44	196	193	99	99	A	6.6	37	492
BUGS BUNNY/ROAD RUNNER 3	44	196	193	99	99	A	7.8	37	581	SAT. 9.26A 3 CBS CN						B	8.2	37	611
SAT. 10.00A 30 CBS CA						B	9.6	39	715										

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WEEKEND DAYTIME CONT'D																			
US CLAY COURT TENNIS(S)																			
2 SUN. 2.00P 144 CBS SE																			
& 4.34P 77																			
WHAT'S NEW, MISTER MAGOO 27																			
SUN. 8.00A 30 CBS CA																			
WEEKEND DAYTIME CONT'D																			
US CLAY COURT TENNIS(S)																			
2 SUN. 2.00P 144 CBS SE																			
& 4.34P 77																			
WHAT'S NEW, MISTER MAGOO 27																			
SUN. 8.00A 30 CBS CA																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JULY 30, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,880 24.0											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8	10.4*		11.7*		12.3*		13.3*		15.3*		(1) (OP)
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 10.3	23 *		24 *		24 *		25 *		27 *	15.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,230 19.1				18,920 25.4		18,180 24.4		19,440 26.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,650 14.3	13.5*		15.1*		15,870 21.3		16,610 22.3		15,570 20.9	20.8*	20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 12.7	30 *		30 *		40 20.0		40 22.0		37 20.5	37 *	38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,970 20.1				19,520 26.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,030 14.8	13.8*		15.8*		11,180 15.0		14.0*		16.1*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 13.2	31 *		32 *		27 13.8		25 *		28 *	16.3	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,490 27.5											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,100 14.9	12.1*		13.2*		14.1*		15.2*		17.5*		17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 11.8	26 *		27 *		26 *		27 *		31 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,260 17.8				19,520 26.2		18,550 24.9		19,890 26.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,690 13.0	12.6*		13.5*		16,540 22.2		16,840 22.6		15,720 21.1	20.8*	21.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.2	27 *		27 *		41 20.9		40 22.4		37 20.5	36 *	38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,050 20.2				16,610 22.3							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,180 15.0	13.9*		16.2*		9,910 13.3		13.6*		13.4*		13.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 13.2	30 *		33 *		24 13.0		24 *		23 *		24 *
TV HOUSEHOLDS USING TV		WK. 1	43.3	44.0	42.8	43.3	43.7	46.7	49.3	50.8	53.0	54.1	54.6	56.2	56.3	57.1	56.4
(See Def. 1)		WK. 2	43.6	43.3	44.3	45.2	46.0	47.4	48.4	50.8	52.8	55.8	55.9	57.4	57.3	57.4	56.5

U.S. TV Households: 74,500,000

(1) SPORTS FILL 1, ABC, (10:48-11:00PM)(SUS)

For explanation of symbols, See page A

EVE. MON. AUG. 6, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. JULY 31, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,170 21.7		16,990 22.8		19,970 26.8		18,480 24.8		19,300 25.9			
	ABC TV					HAPPY DAYS (R)		DETECTIVE SCHOOL		THREE'S COMPANY (R)		TAXI (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,710 18.4		15,200 20.4		18,030 24.2		16,690 22.4		14,010 18.8		19.6*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					42 17.2	19.7	42 19.4	21.4	46 23.1	25.2	42 22.0	22.9	36 20.0	37* 19.1	18.1	35* 17.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,900 10.6		18,630 25.0									
	CBS TV					DOOLEY BROTHERS								CBS TUESDAY NIGHT MOVIES ROLLERBALL(R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					6,480 8.7		8,490 11.4	9.0*		10.5*		11.7*		13.6*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.6	8.9	22 9.3	18* 8.8	20* 10.1	20* 10.8	22* 11.7	22*	25* 13.9	25* 13.2	12.2	24* 12.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,500 14.1				15,350 20.6							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	8.8*		10.4*	7,820 10.5	9.5*		10.0*		11.0*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.7	20* 8.9		21* 10.1	20 9.5	18* 9.4		19* 10.0		21* 10.6	11.3	23* 12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,450 19.4		15,500 20.8		17,730 23.8		16,240 21.8		16,760 22.5			
	ABC TV					HAPPY DAYS (R)		DETECTIVE SCHOOL		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,370 16.6		13,190 17.7		15,720 21.1		14,600 19.6		12,810 17.2		16.9*	17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					38 15.5	17.7	38 17.3	18.1	42 20.0	22.1	38 19.4	19.8	34 16.5	33* 17.3	17.3	35* 17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,670 10.3				14,750 19.8							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,070 6.8	6.9*		6.7*	8,720 11.7	10.2*		11.7*		12.4*		12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 7.0	16* 6.7		14* 6.6	23 9.9	20* 10.6	23* 11.6	23* 11.8	24* 12.6	24* 12.2	25* 12.7	25* 12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0				13,340 17.9							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	9.0*		10.2*	7,750 10.4	9.5*		10.6*		10.8*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 9.0	21* 9.0		22* 9.8	20 9.7	19* 9.3		20* 10.4		21* 10.7	10.6	21* 10.5
TV HOUSEHOLDS USING TV		WK. 1	41.4	41.9	42.6	43.1	42.8	44.5	47.6	50.3	51.8	53.4	53.7	54.0	53.9	53.4	52.1
(See Def. 1)		WK. 2	42.6	43.3	42.1	42.5	42.6	44.0	45.3	47.5	49.4	51.8	51.5	52.5	51.7	52.0	50.7
U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

EVE.TUE. AUG. 7, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. AUG.1, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,170 21.7				17,660 23.7				19,970 26.8			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4	14.9*		18.0*	14,080 18.9	17.8*		20.0*	15,200 20.4	19.2*		21.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					35 13.8	33 *		37 *	34 16.9	33 *		35 *	38 18.7	35 *		42 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,670 10.3		7,820 10.5		20,790 27.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,480 8.7		6,850 9.2		11,030 14.8	15.1*		15.5*		13.9*		14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.5		19 8.8		27 14.9	28 *		27 *		25 *		28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,290 16.5				12,810 17.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,340 11.2	10.3*		12.1*	7,450 10.0	9.3*		9.8*		10.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 9.8	23 *		25 *	18 9.4	17 *		17 *		20 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,120 20.3				19,670 26.4				19,000 25.5			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,880 14.6	13.1*		16.1*	16,020 21.5	20.0*		23.1*	16,020 21.5	21.1*		21.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 12.5	30 *		33 *	40 18.8	39 *		41 *	39 20.6	38 *		41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,790 11.8		9,090 12.2		14,830 19.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,670 10.3		7,750 10.4		9,540 12.8	11.6*		13.0*		14.1*		12.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 9.8		22 10.3		24 11.1	22 *		23 *		25 *		23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,670 17.0				14,300 19.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,720 11.7	11.2*		12.3*	8,640 11.6	10.7*		11.2*		12.3*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 11.0	25 *		26 *	21 11.0	21 *		20 *		22 *		23 *
TV HOUSEHOLDS USING TV		WK. 1	43.1	43.6	43.1	43.8	43.8	45.8	48.0	49.6	52.3	54.4	56.1	56.8	55.5	54.2	52.4
(See Def. 1)		WK. 2	39.1	39.6	41.0	42.8	43.0	45.2	47.2	49.2	50.3	52.9	55.3	56.7	56.1	55.5	54.2

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.WED. AUG.8, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. AUG.2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,060 22.9		16,320 21.9		15,870 21.3		14,300 19.2		17,360 23.3			
	ABC TV					WORK & HINDY (R)		LAVERNE AND SHIRLEY (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					14,600 19.6		15,050 20.2		14,160 19.0		13,110 17.6		13,630 18.3		18.9*	17.6*
	SHARE OF AUDIENCE %					46		44		38		33		34		36 *	33 *
	AVG. AUD. BY ¼ HR.					18.5	20.7	19.7	20.7	19.2	18.9	17.4	17.7	18.9	18.9	17.7	17.5
	TOTAL AUDIENCE (Households (000) & %)					9,090 12.2				11,620 15.6				15,720 21.1			
	CBS TV							WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					5,960 8.0	7.8*		8.3*	8,870 11.9	11.0*		12.8*	13,190 17.7	16.9*		18.4*
	SHARE OF AUDIENCE %					18	18 *		18 *	23	22 *		24 *	33	32 *		35 *
	AVG. AUD. BY ¼ HR.					7.8	7.8	7.9	8.7	10.3	11.6	12.6	12.9	16.3	17.6	18.4	18.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)					6,480 8.7				13,340 17.9				10,130 13.6			
	PROJECT U.F.O. (R)(OP)											QUINCY, M.E. (R)				DAVID CASSIDY-UNDERCOVER (R)	
	AVERAGE AUDIENCE (Households (000) & %)					4,320 5.8	5.3*		6.2*	10,130 13.6	12.5*		14.8*	7,230 9.7	9.3*		10.2*
	SHARE OF AUDIENCE %					13	12 *		14 *	26	25 *		28 *	18	17 *		19 *
	AVG. AUD. BY ¼ HR.					5.4	5.2	6.1	6.3	11.6	13.4	14.8	14.7	9.4	9.2	10.1	10.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,420 20.7		16,540 22.2		17,430 23.4		17,280 23.2		16,320 21.9			
	ABC TV					LAVERNE AND SHIRLEY (R)		ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					12,960 17.4		14,450 19.4		15,570 20.9		15,570 20.9		12,070 16.2		16.9*	15.5*
	SHARE OF AUDIENCE %					40		40		40		38		30		31 *	29 *
	AVG. AUD. BY ¼ HR.					16.2	18.6	18.7	20.2	20.9	20.8	20.3	21.4	17.2	16.7	16.0	15.0
	TOTAL AUDIENCE (Households (000) & %)					11,030 14.8				13,860 18.6				17,950 24.1			
	CBS TV							WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,450 10.0	9.5*		10.6*	11,400 15.3	14.5*		16.1*	14,230 19.1	17.9*		20.3*
	SHARE OF AUDIENCE %					22	22 *		22 *	28	27 *		29 *	36	33 *		39 *
	AVG. AUD. BY ¼ HR.					9.3	9.8	10.4	10.7	13.4	15.5	16.2	16.0	17.2	18.6	20.1	20.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,090 12.2				13,190 17.7							
	PROJECT U.F.O. (R)(OP)															MRS. COLUMBO (R)(SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					6,480 8.7	8.2*		9.1*	7,300 9.8	9.2*		9.5*		10.4*		10.1*
	SHARE OF AUDIENCE %					19	19 *		19 *	18	17 *		17 *		19 *		19 *
	AVG. AUD. BY ¼ HR.					8.1	8.3	9.0	9.3	9.2	9.1	9.4	9.6	10.5	10.3	10.1	10.0
TV HOUSEHOLDS USING TV		WK. 1	40.9	41.5	41.7	42.4	42.4	43.6	44.8	46.7	48.9	51.8	52.8	53.9	53.0	53.4	53.3
(See Def. 1)		WK. 2	39.9	40.7	40.7	42.2	42.4	45.1	47.4	49.8	51.9	53.8	54.7	55.7	53.9	53.7	53.4
U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

EVE.THU. AUG.9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 3, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,710 9.0		8,270 11.1		13,780 18.5							
	ABC TV						OPERATION PETTICOAT (R)(OP)		WELCOME BACK, KOTTER (R)						ABC FRIDAY NIGHT MOVIE NIGHT CRIES(R)			
	AVERAGE AUDIENCE (Households (000) & %)						5,660 7.6		6,630 8.9		8,420 11.3				10.7* 23 *		12.1* 25 *	12.8* 27 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 7.1	8.1	20 8.6	9.2	24 9.3	9.5* 21 *		10.4	11.0	11.7	12.6	12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,560 18.2							13,340 17.9				
	CBS TV								CHALLENGE TO BE FREE (R)(OP)						EBONY, IVORY AND JADE			
	AVERAGE AUDIENCE (Households (000) & %)						7,380 9.9	8.2*		10.0* 23 *		11.5* 26 *		8,270 11.1	10.0* 21 *		11.5* 24 *	11.8* 25 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 8.6	19* 7.7		10.4	11.7	11.4	10.2	9.7	11.5	11.4	11.5	12.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,710 18.4		12,590 16.9		16,020 21.5				12,960 17.4			
	NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)				ROCKFORD FILES (R)		EDDIE CAPRA MYSTERIES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,700 15.7		11,180 15.0		12,070 16.2				10,210 13.7		14.0* 29 *	13.4* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 14.6		34 14.9	15.2	35 14.6	34* 15.7		36* 17.2	29 14.0	29* 14.0	13.5	13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,770 15.8				16,170 21.7							
	ABC TV								ALL STAR FAMILY FEUD SPEC (R)(OP)						ABC FRIDAY NIGHT MOVIE MOTHER, JUGS AND SPEED(R)(SUS)(OP) (9:00-10:52PM)			
	AVERAGE AUDIENCE (Households (000) & %)						8,420 11.3	10.0*		12.6* 27 *	9,610 12.9	12.8* 26 *			12.2* 24 *		13.5* 27 *	13.3* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 9.6	24* 10.3		27* 12.2	26 12.9	26* 12.7		12.2	24* 12.3		27* 13.2	28* 13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,290 16.5				15,870 21.3				14,750 19.8			
	CBS TV								INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)		DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,570 11.5	10.1*		13.0* 28 *	12,890 17.3	16.7* 34 *			11,920 16.0		15.9* 32 *	16.1* 35 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 9.7	25* 10.4		28* 12.3	35 16.1	34* 17.2		18.2	33 16.1		32* 15.7	35* 16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,250 15.1		9,540 12.8		12,290 16.5				10,210 13.7			
	NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)				ROCKFORD FILES (R)		QUINCY, M.E. (B) (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,830 13.2		8,490 11.4		9,310 12.5	11.8* 24 *			8,050 10.8		10.9* 22 *	10.7* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 12.5		25 11.5	11.2	25 11.4	24* 12.1		13.0	26* 13.6		22* 10.9	23* 10.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.5	39.5	40.0	40.9	41.4	43.0	43.3	44.3	44.2	45.7	46.9	47.4	47.8	48.4	47.4	46.9
		WK. 2	39.5	39.1	38.3	39.5	39.9	42.4	44.7	47.1	48.2	49.6	51.0	51.6	49.9	48.5	47.3	45.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. AUG.4, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,630 8.9				14,230 19.1				14,680 19.7			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						4,470 6.0	5.3*		6.7*	11,100 14.9	13.9*		16.0*	11,770 15.8	15.8*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 5.2	15* 5.4		18* 7.1	35 12.8	34* 15.0		36* 16.1	36 15.4	35* 16.2	16.1	36* 15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,380 9.9		7,230 9.7		11,770 15.8							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,330 8.5		6,260 8.4		6,780 9.1	8.6*		8.9*		9.5*		9.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 8.3		22 7.8		21 8.7	21* 8.5		20* 9.1	20* 9.4	21* 9.6	9.7	22* 9.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,590 16.9				10,880 14.6				11,100 14.9			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,160 12.3	12.2*		12.5*	8,120 10.9	10.2*		11.6*	8,340 11.2	11.1*		11.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 11.6	34* 12.8		33* 12.7	25 10.0	25* 10.4		26* 12.1	25 11.0	24* 11.2	11.1	26* 11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,000 25.5								14,450 19.4			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,850 15.9	11.7*		14.7*		18.0*		19.2*	11,920 16.0	16.0*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 11.0	27* 12.4		32* 15.2	39* 17.3	39* 18.7		39* 19.3	32 16.2	32* 15.9	15.8	33* 16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,720 11.7		6,110 8.2		11,100 14.9							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,230 9.7		5,510 7.4		6,630 8.9	7.3*		7.9*		9.9*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 9.3		16 7.2		18 7.4	16* 7.3		16* 8.3	20* 9.6	20* 10.2	10.4	21* 10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,480 18.1				11,550 15.5				12,740 17.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,910 13.3	12.5*		14.2*	9,010 12.1	11.5*		12.6*	9,910 13.3	13.2*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.3	29* 12.8		31* 14.2	25 11.6	25* 11.5		25* 12.2	27 13.0	26* 13.4	13.7	27* 13.0
TV HOUSEHOLDS USING TV		WK. 1	32.8	34.1	34.8	35.2	35.1	36.8	37.0	38.9	40.1	42.4	44.1	45.6	45.2	45.6	44.3	43.1
(See Def. 1)		WK. 2	37.9	38.8	40.0	41.4	42.6	43.7	44.7	46.4	46.1	47.1	48.7	50.3	49.7	50.0	49.3	48.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SAT. AUG.11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SUN. AUG.5, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						7,300 9.8				18,550 24.9							
	ABC TV						PGA CHAMPIONSHIP-SUN. (3:30-8:09PM) (-OP)				SALVAGE 1 (8:09-9:00PM)(R) (OP)				ABC SUNDAY NIGHT MOVIE FREEBIE AND THE BEAN(R)			
	AVERAGE AUDIENCE (Households (000) & %)							5,220 7.0			10,500 14.1				13,100 17.7		15,400 19.7	15,400 19.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							6.7* 18 *	6.4* 16 *	6.4* 15 *	7.5* 16 *	12.3* 24 *	12.9	13.2	13.1* 24 *	15.2	15.4* 31 *	15.4* 32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		15,570 20.9				13,260 17.8		12,440 16.7		13,190 17.7		14,300 19.2					
	CBS TV						60 MINUTES (R)		ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		KAZ (R)	
	AVERAGE AUDIENCE (Households (000) & %)		11,550 15.5	15,300 19.9			11,030 14.8		11,250 15.1		11,850 15.9		13,110 17.6		11,770 15.8		15,700 20.9	15,900 20.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		38 14.5	39* 16.1			35 14.0		33 15.6		31 15.2		33 17.5		32 15.4		31* 16.0	33* 16.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		12,960 17.4				19,820 26.6								12,740 17.1			
	NBC TV						WONDERFUL WORLD OF DISNEY THE RANGER OF BROWNSTONE(R)				BIG EVENT RESCUE FROM GILLIGAN'S ISLAND(R)(OP)				PRIME TIME SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)		8,940 12.0	10,700 14.3			12,590 16.9		14,900 19.9		17,500 23.3		17,200 23.0		18,100 24.1		8,940 12.0	11,600 15.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 10.1	27* 11.3			35 14.3		35* 15.4		38* 18.0		34* 17.4		34* 18.3		24 13.5	24* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,900 10.6				14,830 19.9		13,930 18.7		21,460 28.8							
	ABC TV						HARDY BOYS MYSTERIES (R)		MORK & MINDY (R)		ROPERS (R)(OP)				NFL PRE-SEASON FTBL-ABC DALLAS VS SEATTLE (9:00-12:02AM)			
	AVERAGE AUDIENCE (Households (000) & %)		5,590 7.5	6,900 9.2			12,890 17.3		12,370 16.6		10,280 13.8							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 6.6	17* 7.2			18* 8.6		31 18.3		27 11.7				24* 14.2		26* 15.4	26* 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		16,170 21.7				23,990 32.2						19,370 26.0		20,190 27.1		19,820 26.6	
	CBS TV						60 MINUTES (R)		ALL IN THE FAMILY (R)(OP)		ONE DAY AT A TIME (R)		ALICE (R)		JEFFERSONS (R)			
	AVERAGE AUDIENCE (Households (000) & %)		13,040 17.5	17,100 22.9			14,750 19.8		16,100 21.7		17,280 23.2				18,250 24.5		18,400 24.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		39 16.5	39* 17.7			37 16.0		32* 16.3		42* 24.0				41 23.6		45 25.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		12,740 17.1				15,870 21.3								13,480 18.1			
	NBC TV						WONDERFUL WORLD OF DISNEY JUSTIN MORGAN HAD A HORSE, PART 1(R)				BIG EVENT A FAMILY UPSIDE DOWN(R)(OP)				PRIME TIME SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)		9,310 12.5	11,700 15.7			8,790 11.8		9,900 13.3		10,500 14.3				9,690 13.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 11.3	27* 12.1			21 9.9		20* 9.9		20* 10.4				23 14.4		23* 13.1	22* 12.6
TV HOUSEHOLDS USING TV		WK. 1	38.8	40.0	40.1	42.3	42.3	43.3	44.5	47.3	49.6	51.5	53.5	53.8	50.3	49.6	48.8	48.1
(See Def. 1)		WK. 2	42.4	44.3	45.7	46.9	48.7	50.9	52.8	54.7	56.7	58.7	59.3	60.5	59.6	58.6	55.9	53.8

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SUN. AUG.12, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		SUN. 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30																		
		TIME																		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,290 7.1																	
	ABC TV		ABC WEEKEND REPORT-SUN																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,990 6.7																	
	SHARE OF AUDIENCE %	%	15																	
	AVG. AUD. BY ¼ HR. %	%	6.7																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,740 7.7																	
	CBS TV		CBS SUNDAY NEWS-BRADLEY																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,510 7.4																	
	SHARE OF AUDIENCE %	%	17																	
	AVG. AUD. BY ¼ HR. %	%	7.4																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			4,620 6.2														2,830 3.8	
	NBC TV				NBC LATE NIGHT MOVIE (11:30-1:29AM)(-OP)														TOMORROW SHOW (M-TH)>(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,160 2.9			3.4*			2.7*								1,860 2.5	
	SHARE OF AUDIENCE %	%			14			11 *			12 *								17	
	AVG. AUD. BY ¼ HR. %	%			3.5			3.3			2.5			2.4					3.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																		
	ABC TV				NFL PRE-SEASON FTBL-ABC DALLAS VS. SEATTLE(SUS)(OP) (9:00-12:02AM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{																		
	SHARE OF AUDIENCE %	%																		
	AVG. AUD. BY ¼ HR. %	%																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	7,670 10.3																	
	CBS TV		CBS SUNDAY NEWS-BRADLEY																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,300 9.8																	
	SHARE OF AUDIENCE %	%	20																	
	AVG. AUD. BY ¼ HR. %	%	9.8																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			4,620 6.2														2,830 3.8	
	NBC TV				NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)														TOMORROW SHOW (M-TH)>(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,610 3.5						3.8*								1,940 2.6	
	SHARE OF AUDIENCE %	%			15						14 *								17	
	AVG. AUD. BY ¼ HR. %	%			3.3						3.9								3.2	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	44.9	39.8	31.9	27.2	23.8	21.0	18.7	34.7	32.1	29.0	26.8	23.0	19.6	16.9	15.2	13.5
			WK. 2	49.1	43.2	35.9	32.9	28.6	24.1	21.1	33.5	31.0	28.1	25.6	22.3	19.6	17.4	15.5	14.0	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 30-AUG. 3, 1979

NATIONAL WEEKLY TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			2,830 3.8				3,430 4.6										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				2,910 3.9										
	SHARE OF AUDIENCE %			28				23										
	AVG. AUD. BY ¼ HR. %			2.9 3.2				3.8 4.0										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,160 2.9				3,050 4.1								4,020 5.4		4,620 6.2		
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	1,340 1.8				1,860 2.5		2,910 2.1*		2,910 2.9*				3,350 4.5		4,020 5.4		
	SHARE OF AUDIENCE %	18				16		15 *		17 *				21		25		
	AVG. AUD. BY ¼ HR. %	1.7 1.8		1.8		1.9		2.4 2.8		3.1				4.1 4.8		5.3 5.6		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,830 3.8				4,170 5.6								3,950 5.3		3,580 4.8		
	NBC TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	2,240 3.0				3,350 4.5								3,200 4.3		2,830 3.8		
	SHARE OF AUDIENCE %	28				27								20		17		
	AVG. AUD. BY ¼ HR. %	2.7 3.3				4.4 4.6								4.2 4.5		3.6 4.0		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,830 3.8				3,580 4.8												
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)	2,160 2.9				2,980 4.0												
	SHARE OF AUDIENCE %	26				23												
	AVG. AUD. BY ¼ HR. %	2.6 3.2				3.8 4.2												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,240 3.0				3,430 4.6								4,020 5.4		4,470 6.0		
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	1,340 1.8		1,940 2.6		2,910 2.1*		3,350 3.2*						3,350 4.5		3,950 5.3		
	SHARE OF AUDIENCE %	17		16		14 *		18 *						22		25		
	AVG. AUD. BY ¼ HR. %	1.8 1.9		1.8		2.4 2.9		3.4						4.3 4.8		5.2 5.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,130 4.2				4,400 5.9								3,430 4.6		3,200 4.3		
	NBC TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.4				3,500 4.7								2,830 3.8		2,680 3.6		
	SHARE OF AUDIENCE %	30				27								3.7		3.9		
	AVG. AUD. BY ¼ HR. %	3.2 3.6				4.8 4.6								3.7 3.9		3.4 3.7		
TV HOUSEHOLDS USING TV		WK. 1	5.5	7.0	8.4	9.5	11.0	12.5	13.7	15.3	17.1	18.9	19.6	20.5	20.8	21.8	21.5	22.2
(See Def. 1)		WK. 2	5.7	7.6	9.3	10.5	11.5	13.0	13.9	15.2	16.3	17.8	19.1	19.8	20.2	21.2	21.5	21.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 6-10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 30-AUG.3, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,230 9.7		{ 6,930 9.3		{ 3,650 4.9		{ 6,110 8.2		{ 9,690 13.0		{ 8,940 12.0					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 8.1		{ 5,810 7.8		{ 3,050 4.1		{ 5,140 6.9		{ 7,150 9.6		{ 6,930 9.3		{ 9.2*		{ 9.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 37 7.7		{ 32 7.6		{ 16 4.0		{ 24 6.7		{ 32 8.7		{ 34* 10.1		{ 31* 9.3		{ 32* 9.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,990 6.7		{ 6,110 8.2				{ 7,230 9.7		{ 8,420 11.3		{ 7,750 10.4				{ 7,380 9.9	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,250 5.7		{ 5,220 7.0				{ 6,410 8.6		{ 7,450 10.0		{ 5,590 7.5		{ 7.3*		{ 5,660 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 5.5		{ 30 6.6		{ 7.4		{ 30 8.5		{ 36 9.7		{ 25 7.3		{ 24* 7.2		{ 26* 7.6	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,100 5.5		{ 4,690 6.3		{ 4,250 5.7		{ 4,170 5.6		{ 7,000 9.4		{ 4,690 6.3		{ 6,560 8.8			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.6		{ 4,020 5.4		{ 3,580 4.8		{ 3,430 4.6		{ 4,920 6.6		{ 4,170 5.6		{ 4,400 5.9		{ 5.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 21 4.6		{ 23 5.3		{ 18 4.8		{ 16 4.5		{ 22* 6.3		{ 22* 6.6		{ 19 5.6		{ 20* 5.7	

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 7,150 9.6		{ 7,300 9.8		{ 4,170 5.6		{ 5,660 7.6		{ 9,090 12.2		{ 8,720 11.7					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2		{ 6,180 8.3		{ 3,500 4.7		{ 4,840 6.5		{ 6,850 9.2		{ 6,480 8.7		{ 8.2*		{ 9.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 37 7.7		{ 33 8.2		{ 18 4.6		{ 24 6.3		{ 32 8.5		{ 33* 9.6		{ 29* 8.2		{ 31* 9.4	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,360 7.2		{ 6,480 8.7				{ 7,380 9.9		{ 8,720 11.7		{ 7,150 9.6				{ 7,750 10.4	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,470 6.0		{ 5,740 7.7				{ 6,560 8.8		{ 7,670 10.3		{ 5,440 7.3		{ 7.1*		{ 6,110 8.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 5.6		{ 31 7.4		{ 7.9		{ 32 8.7		{ 39 10.2		{ 25 7.2		{ 24* 7.0		{ 27* 7.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 4,250 5.7		{ 4,100 5.5		{ 4,320 5.8		{ 7,380 9.9		{ 5,360 7.2		{ 6,710 9.0			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,980 4.0		{ 3,580 4.8		{ 3,500 4.7		{ 3,580 4.8		{ 5,360 7.2		{ 4,840 6.5		{ 4,690 6.3		{ 6.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 3.9		{ 19 4.6		{ 18 4.6		{ 18 4.6		{ 25 6.9		{ 26* 7.3		{ 23 6.6		{ 21* 6.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.3	22.9	23.5	25.1	27.0	28.2	28.5	29.1	28.9	29.2	29.4	29.5	29.0	29.7	28.9
		WK. 2	22.1	23.4	24.5	25.7	26.8	27.8	27.2	28.0	27.7	28.6	28.6	28.7	28.5	28.5	29.1

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.6-10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 30-AUG. 3, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,390 12.6				4,400 5.9										8,490 11.4	
	ABC TV	GENERAL HOSPITAL		EDGE OF NIGHT													ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	7,600 10.2				3,730 5.0										7,080 9.5	
	SHARE OF AUDIENCE %	34	9.9*		10.4*	18										23	
	AVG. AUD. BY 1/4 HR.	9.7	10.2	10.5	10.4	5.1	5.0									9.2	9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			7,000 9.4		2,980 4.0										9,460 12.7	
	CBS TV	GUIDING LIGHT		M*A*S*H M-F		LOVE OF LIFE											
	AVERAGE AUDIENCE (Households (000) & %)			6,110 8.2		2,460 3.3										8,200 11.0	
	SHARE OF AUDIENCE %		7.7*	26*	28	12										27	
	AVG. AUD. BY 1/4 HR.	7.7	7.7	7.8	8.4	3.3	3.4									10.8	11.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															8,200 11.0	
	NBC TV	ANOTHER WORLD															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)															7,150 9.6	
	SHARE OF AUDIENCE %		6.1*		6.0*											24	
	AVG. AUD. BY 1/4 HR.	6.0	6.1	6.2	5.9											9.6	9.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		9,610 12.9	GENERAL HOSPITAL		{		4,620 6.2											7,970 10.7						
	ABC TV								EDGE OF NIGHT												ABC WORLD NEWS TONIGHT						
	AVERAGE AUDIENCE (Households (000) & %)		{		7,600 10.2					3,950 5.3												6,930 9.3					
	SHARE OF AUDIENCE %		{		33 9.7	9.9* 10.1				10.5* 10.5		18 5.5		5.1												23 9.1	9.5
	AVG. AUD. BY 1/4 HR.		{																								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				7,300 9.8		{		3,130 4.2											9,390 12.6					
	CBS TV				GUIDING LIGHT		M*A*S*H M-F		{		LOVE OF LIFE (M*TH*F)(S)(OP)												CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)		{				6,180 8.3		{		2,610 3.5												8,200 11.0				
	SHARE OF AUDIENCE %		{				27* 27		{		12 12												27 11.1	11.0			
	AVG. AUD. BY 1/4 HR.		{		8.4 8.3		8.1 8.5		{		3.5 3.4																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{						{												8,200 11.0						
	NBC TV						ANOTHER WORLD		{												NBC NIGHTLY NEWS						
	AVERAGE AUDIENCE (Households (000) & %)		{						{												7,080 9.5						
	SHARE OF AUDIENCE %		{				6.3* 21*		{		6.4* 21*												23 9.4	9.7			
	AVG. AUD. BY 1/4 HR.		{		6.3 6.2		6.3 6.4		{																		
TV HOUSEHOLDS USING TV		WK. 1	28.9	29.7	29.5	30.0	28.1	29.0	29.7	30.9	31.8	33.3	34.2	36.0	38.5	39.9	40.4	41.2									
(See Def. 1)		WK. 2	30.0	30.4	30.5	31.0	29.1	29.9	30.1	31.6	32.8	34.6	35.8	37.1	38.8	39.8	40.2	41.1									

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 6-10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 4, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					2,090 2.8		3,050 4.1		3,650 4.9		4,920 6.6		4,320 5.8		5,590 7.5	
	ABC TV					FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II (OP)		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,710 2.3		2,460 3.3		2,980 4.0		3,870 5.2		3,650 4.9		4,840 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 2.1	2.4	30 2.9	3.8	24 3.7	4.3	27 5.3	5.0	26 4.6	5.1	33 6.5	6.5
E K 2	TOTAL AUDIENCE (Households (000) & %)					2,010 2.7		3,200 4.3		5,740 7.7		6,110 8.2		6,030 8.1		5,290 7.1	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					1,560 2.1		2,310 3.1		4,250 5.7		4,990 6.7		5,140 6.9		4,020 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 1.9	2.4	25 2.9	3.3	34 5.0	6.4	34 6.6	6.9	35 6.7	7.1	26 5.3	5.5
E K 2	TOTAL AUDIENCE (Households (000) & %)					1,860 2.5		2,680 3.6		3,870 5.2		4,400 5.9		4,250 5.7		4,920 6.6	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,420 1.9		2,240 3.0		2,980 4.0		3,650 4.9		3,730 5.0		3,730 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 1.6	2.2	26 2.8	3.2	25 3.8	4.2	26 4.9	4.8	25 5.0	4.9	24 4.7	5.3

W E K 2	TOTAL AUDIENCE (Households (000) & %)					1,940 2.6		3,280 4.4		4,920 6.6		4,840 6.5		4,320 5.8		6,330 8.5	
	ABC TV					FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II (OP)		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,420 1.9		2,680 3.6		4,250 5.7		4,100 5.5		3,950 5.3		5,660 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 1.5	2.3	29 3.1	4.1	31 5.7	5.7	27 5.5	5.6	25 5.1	5.4	35 7.2	7.9
E K 2	TOTAL AUDIENCE (Households (000) & %)					2,310 3.1		3,650 4.9		5,740 7.7		6,180 8.3		7,450 10.0		5,220 7.0	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					1,710 2.3		2,910 3.9		4,690 6.3		5,360 7.2		6,410 8.6		4,540 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 2.1	2.6	30 3.6	4.1	37 5.7	6.8	37 7.0	7.5	39 8.7	8.6	27 6.4	5.7
E K 2	TOTAL AUDIENCE (Households (000) & %)					1,940 2.6		2,530 3.4		3,350 4.5		4,100 5.5		3,870 5.2		5,220 7.0	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,270 1.7		1,940 2.6		2,910 3.9		3,430 4.6		3,650 4.9		4,170 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 1.3	2.1	20 2.3	2.9	23 3.7	4.1	24 4.6	4.7	22 4.8	4.9	25 5.4	5.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	3.6	4.3	4.9	6.3	7.9	9.4	11.3	13.4	15.9	17.9	19.4	19.5	20.4	20.4	20.8
		WK. 2	3.2	4.1	4.6	6.6	8.7	10.6	13.0	15.0	16.9	18.6	19.6	20.8	23.2	23.2	23.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 11, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,260 8.4		{ 4,320 5.8		{ 4,990 6.7		{ 7,230 9.7									
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BIGFOOT AND WILBOY		ALL NEW PINK PANTHER (OP)		← AMERICAN BANDSTAND '79 →									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,070 6.8		{ 3,870 5.2		{ 4,020 5.4		{ 4,170 5.6		{ 5.2* 24 *		{ 6.1* 27 *					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 32 6.9		{ 25 5.1		{ 25 5.3		{ 25 5.2		{ 24 *		{ 27 *					
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 4,320 5.8		{ 4,250 5.7		{ 4,990 6.7		{ 3,580 4.8		{ 4,400 5.9					
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL CHIPMATES(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,800 5.1		{ 3,870 5.2		{ 3,580 4.8		{ 4,100 5.5		{ 3,050 4.1		{ 3,430 4.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 5.5		{ 25 5.0		{ 22 4.8		{ 24 5.4		{ 17 3.8		{ 19 4.5		{ 4.6			
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 5,070 6.8		{ 3,950 5.3		{ 2,830 3.8				{ 4,540 6.1		{ 11,400 15.3			
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES				(1) NBC MAJOR LEAGUE BSBL (+OP) PHILADELPHIA VS PITTSBURGH & BOSTON VS MILWAUKEE (2:17-4:58PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,870 5.2		{ 4,400 5.9		{ 3,130 4.2		{ 2,460 3.3				{ 4,100 5.5		{ 5,590 7.5		{ 7.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 25 4.6		{ 28 6.0		{ 19 4.3		{ 15 3.2		{ 3.4		{ 23 5.3		{ 28 6.4		{ 28 * 7.4	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	7,300 9.8		4,990 6.7		6,630 8.9		7,450 10.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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U.S. TV Households 74,500,000
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A

DAY SAT. AUG. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 4, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{															
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{															

TOTAL AUDIENCE (Households (000) & %)		7,080 9.5		ABC WIDE WORLD-SPORTS SAT								7,520 10.1		PGA CHAMPIONSHIP-SAT.					
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		3,130 4.2	4.1*		4.4*		4.2*	3,800 5.1	4.9*		5.1*		5.5*		5.0*				
SHARE OF AUDIENCE %		15	15 *		15 *		15 *	17	18 *		18 *		18 *		16 *				
AVG. AUD. BY ¼ HR. %		4.0	4.2	4.5	4.3	4.1	4.2	4.8	4.9	5.0	5.1	5.2	5.7	5.1	4.9				

TOTAL AUDIENCE (Households (000) & %)				8,340 11.2		CBS SPORTS SPECTACULAR										7,080 9.5	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)				3,430 4.6		3.7*			5.0*		5.1*				5,960 8.0		
SHARE OF AUDIENCE %				16		13 *			18 *		18 *				24		
AVG. AUD. BY ¼ HR. %				3.8		3.5	4.9		5.1		5.0		5.2		7.7 8.3		

TOTAL AUDIENCE (Households (000) & %)						NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS PITTSBURGH & BOSTON VS MILWAUKEE (2:17-4:58PM)										5,510 7.4	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		8.0*		8.0*		7.2*		7.9*						4,690 6.3			
SHARE OF AUDIENCE %		30 *		28 *		25 *		27 *						19			
AVG. AUD. BY ¼ HR. %		7.9	8.1	8.2	7.8	7.2	7.1	7.7	8.0					6.6	5.9		

WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		12,890 17.3		ABC WIDE WORLD-SPORTS SAT															
	ABC TV																																			
	AVERAGE AUDIENCE (Households (000) & %)																		7,230 9.7		9.1*				9.8*				10.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		30 8.4		30 *				31 *				30 *							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		5,660 7.6		NFL PRE-SEASON FTBL-CBS CHICAGO VS NEW ORLEANS								HARTFORD OPEN-SAT				7,600 10.2		CBS SAT. NEWS-SCHIEFFER	
	CBS TV																																			
	AVERAGE AUDIENCE (Households (000) & %)																										6,330 8.5									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																										23 8.2		8.7							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS PHILADELPHIA & MILWAUKEE VS BOSTON (2:12-5:44PM)(-OP)								5,660 7.6		AAU JUNIOR OLYMPICS-SAT (5:44-6:30PM)		5,360 7.2		NBC NIGHTLY NEWS-SAT.	
	NBC TV																																			
	AVERAGE AUDIENCE (Households (000) & %)																										4,620 6.2									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																										17 6.3		6.0							
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	26.4	27.4	27.5	28.6	28.5	29.3	29.2	28.2	27.9	28.6	28.8	30.3	30.9	32.1	32.6	32.7																	
			WK. 2	27.5	27.5	26.6	27.2	27.0	28.3	28.5	30.3	30.2	31.4	32.3	31.8	33.3	35.7	37.5	38.0																	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 5, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,010 2.7
	ABC TV																KIDS ARE PEOPLE TOO I (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8 2.1
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 2	CBS TV																FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																

WEEK 3	TOTAL AUDIENCE (Households (000) & %)																2,680 3.6
	ABC TV																KIDS ARE PEOPLE TOO I (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4 2.9
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 4	CBS TV																FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	2.5	3.1	3.7	4.3	5.6	7.3	8.6	10.0	10.8	12.6	14.2	14.5	15.4	16.3	16.2	17.2
	WK. 2	3.0	3.3	3.9	4.3	5.5	7.5	9.1	9.6	10.6	13.3	14.9	16.0	16.9	18.1	18.4	19.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 5, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,530 3.4		{ 1,790 2.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4	
	ABC TV	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,860 2.5		{ 1,420 1.9		{ 1,860 2.5		{ 1,860 2.5		{ 1,860 2.5		{ 1,860 2.5		{ 1,860 2.5		{ 1,860 2.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 2.6		% 11 2.4		% 12 2.4		% 12 2.7									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 4,100 5.5		{ 4,100 5.5	
	CBS TV			FACE THE NATION										INT'L GRAND PRIX TENNIS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,790 2.4		{ 1,790 2.4		{ 1,790 2.4		{ 1,790 2.4		{ 1,790 2.4		{ 1,790 2.4		{ 1,560 2.1		{ 1,560 2.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 2.3		% 14 2.6		% 14 2.6		% 14 2.6		% 14 2.6		% 14 2.6		% 8 2.7		% 8 2.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 2,760 3.7		{ 2,760 3.7		{ 2,760 3.7		{ 2,760 3.7		{ 2,760 3.7		{ 2,760 3.7		{ 8,790 11.8		{ 8,790 11.8	
	NBC TV													NAT'L SPORTS FESTIVAL U.S. MINI OLYMPICS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 4,100 5.5		{ 4,100 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 16 3.2		% 16 3.2		% 16 3.2		% 16 3.2		% 16 3.2		% 16 3.2		% 20 3.2		% 20 3.2	

WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	2,310 3.1		2,380 3.2		2,980 4.0											
	ABC TV			KIDS ARE TOO !!!	PEOPLE !!!	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)		{	2,010 2.7		1,790 2.4		2,090 2.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 2.9	2.6	12 2.3	2.6	12 3.0	2.6										
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{			2,980 4.0										8,200 11.0			
	CBS TV					FACE THE NATION										US CLAY COURT TENNIS (2:00-4:24PM)(4:34-5:51PM)			
	AVERAGE AUDIENCE (Households (000) & %)		{			2,460 3.3										2,460 3.3	3.2*		2.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%			17 3.1	3.4									11 3.0	12 *	2.9	10 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{					3,730 5.0							15,270 20.5				
	NBC TV							MEET THE PRESS							NFL PRE-SEASON FTBL-NBC NEW YORK JETS VS HOUSTON (1:30-4:31PM)				
	AVERAGE AUDIENCE (Households (000) & %)		{					2,760 3.7						6,850 9.2	7.0*		8.6*		9.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%					17 3.8	3.7					32 6.6	27 *	7.4	8.5	8.6	9.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	17.6	18.0	17.6	18.1	18.2	18.8	19.9	20.7	20.9	22.5	23.8	25.2	24.9	25.7	26.1	27.4	
		WK. 2	19.2	19.7	20.4	21.1	21.1	21.7	21.6	23.3	25.1	26.9	27.3	27.7	27.8	29.0	28.9	29.5	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 12, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,680 3.6		11,250 15.1													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,010 2.7		4,320 5.8													
	SHARE OF AUDIENCE %	{	10		18													
	AVG. AUD. BY ¼ HR. %	{	2.8	2.6	3.7	4.1	4.5	4.7	5.1	5.4	5.5	5.6	5.8	6.0	6.6	6.3	6.4	7.2
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,080 9.5										6,630 8.9	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,280 4.4										5,220 7.0	
	SHARE OF AUDIENCE %	{					14										19	
	AVG. AUD. BY ¼ HR. %	{	1.6	1.8	2.0	2.0	3.3	3.8	4.0	4.4	4.3	4.3	5.3	5.6		6.7	7.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{									8,270 11.1						6,630 8.9	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									5,810 7.8						5,510 7.4	
	SHARE OF AUDIENCE %	{									24						20	
	AVG. AUD. BY ¼ HR. %	{	5.4	5.5	6.3	6.9	6.5	6.1	7.5	7.8	8.2	8.0				7.1	7.6	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{									12,810 17.2						4,470 6.0	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									7,450 10.0						4,020 5.4	
	SHARE OF AUDIENCE %	{									31						15	
	AVG. AUD. BY ¼ HR. %	{									9.9	10.6	10.9	10.2	9.3	9.2	5.2	5.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{															6,180 8.3	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{															4,990 6.7	
	SHARE OF AUDIENCE %	{															17	
	AVG. AUD. BY ¼ HR. %	{	3.1	3.1	3.7	4.2	4.9	4.5	2.9	3.0	2.9	3.2	3.3	3.5		6.2	7.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{									10,500 14.1						6,330 8.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									5,740 7.7						5,510 7.4	
	SHARE OF AUDIENCE %	{									23						19	
	AVG. AUD. BY ¼ HR. %	{	9.2	9.5*	10.2	10.4*	10.9	10.1	7.4	7.6*	7.4	7.4	8.3	8.0		7.4	7.3	
TV HOUSEHOLDS USING TV WK. 1			27.1	27.7	27.8	29.0	29.8	30.7	31.4	32.1	32.4	31.9	32.2	32.9	34.9	34.9	35.8	37.2
(See Def. 1)		WK. 2	29.6	31.4	31.9	32.4	32.7	32.3	32.3	33.1	33.2	34.1	34.4	34.7	36.4	37.2	38.9	40.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS		HOUSEHOLDS	SHARE	%			HOUSEHOLDS		HOUSEHOLDS	SHARE	%			
				(000)	%						(000)	%						(000)
EVENING MONDAY																		
ABC BASEBALL FILL 1(SUS)	1	10.40-10.46PM	10.30															
ABC BASEBALL FILL 2(SUS)	1	10.40-11.00PM	10.30															
ABC BASEBALL FILL 3(SUS)	2	11.00-11.01PM	11.00															
ABC BASEBALL FILL 4(SUS)	2	11.00-11.07PM	11.00															
NBC NBC UPDATE-MON(SUS)	2	9.47- 9.49PM	9.45															
NBC NBC NEWS UPDATE-MON(SUS)	1	10.24-10.26PM	10.15															
EVENING TUESDAY																		
CBS FEATURETTE(SUS)	2	10.55-10.58PM	10.45															
NBC NBC NEWS UPDATE-TUE(SUS)	2	10.33-10.34PM	10.30															
NBC NBC NEWS FEATURE(SUS)	1	10.52-11.00PM	10.45															
EVENING THURSDAY																		
NBC NBC NEWS UPDATE-THU(SUS)	2	10.35-10.37PM	10.30															
EVENING FRIDAY																		
ABC PROMO FILL(SUS)	2	10.52-11.00PM	10.45															
EVENING SATURDAY																		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	10,650	14.3	10,650	14.3	31	14.3	12,370	16.6	12,370	16.6	33	16.6			
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	4,100	5.5	3,950	5.3	13	5.3	6,110	8.2	5,960	8.0	18	8.0			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,110	8.2	6,110	8.2	21	8.2	5,360	7.2	5,360	7.2	16	7.2			
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,230	9.7	7,230	9.7	25	9.7	9,090	12.2	9,090	12.2	26	12.2			
NBC SATURDAY NIGHT	1	11.30-12.51AM	11.30	14,750	19.8	9,390	12.6	41	12.8	15,350	20.6	10,650	14.3	43	14.1			
	2	11.30-12.49AM	11.30										14.6*	40*	15.0			
			11.45						13.1*	38*					14.8			
			12.00												13.7			
			12.15						13.3*	43*			14.4*	45*	13.9			
			12.30							11.0					13.7			
			12.45						10.9*	41*					13.4			
EVENING SUNDAY																		
ABC PGA CHAMPIONSHIP-SUN.(S)	1	3.30- 8.09PM	+GRID 8.00	11,250	15.1	4,320	5.8	18		7.1								
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	6,930	9.3	6,930	9.3	20	9.3	11,620	15.6	11,620	15.6	29	15.6			
ABC NFL PRE-SEASON FTBL-ABC(S)	2	9.00-12.02AM	+GRID 12.00							21,460	28.8	10,280	13.8	27	13.2			
ABC FOOTBALL FILL(SUS)	2	12.02-12.10AM	12.00															
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	9,690	13.0	9,690	13.0	27	13.0	16,390	22.0	16,390	22.0	37	22.0			
	2	9.28- 9.29PM	9.15															
NBC NBC NEWS UPDATE-SUN.	1	9.00- 9.01PM	9.00	12,520	16.8	12,520	16.8	34	16.8	8,790	11.8	8,790	11.8	21	11.8			
	2	9.07- 9.08PM	9.00															
NBC NBC LATE NIGHT MOVIE CONT'D	1	11.30- 1.29AM	+GRID	4,620	6.2	2,160	2.9	14										

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			HOUSEHOLDS	%	SHARE	HOUSEHOLDS	%			SHARE	
				(000)	%	(000)	%	%	%		(000)	%	%	%					
EVENING SUNDAY-CONT'D																			
NBC NBC LATE NIGHT MOVIE-CONT'D	2	11.30- 1.32AM	→GRID 12.45 1.00 1.15 1.30				2.5*	14*	2.7 3.0 2.8		4,620	6.2	2,610	3.5 3.5*	15 18*	3.4 3.3 3.3 3.2			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1 2	> >	8.15 8.45 9.45 10.45	11,100	14.9	11,100	14.9	28	8.0	M-F									
ABC PGA CHAMPIONSHIP-FRI.(S)	1	11.30-12.00MD	11.30 11.45	4,470	6.0	3,580	4.8	14	5.3 4.2	FRI. FRI.		13,480	18.1	13,480	18.1	34	12.2 20.0		
ABC POLICE STORY-MON.		11.30-12.41AM	11.30 11.45 12.00 12.15 12.30	7,520	10.1	4,690	6.3 6.6*	22 21*	7.0 6.2 6.2 6.2 5.8	MON. MON. MON. MON. MON.		5,740	7.7	3,800	5.1 5.5*	18 17*	5.9 5.2 4.8 4.9 4.7		
ABC POLICE WOMAN		11.30-12.37AM	11.30 11.45 12.00	8,640	11.6	6,030	8.1 8.9*	27 26*	9.4 8.4 8.0	WED. WED. WED.		8,270	11.1	6,030	8.1 8.2*	27 24*	8.5 8.0 8.2		

ABC SOAP	2	11.30-12.34AM	12.15 12.30 11.30 11.45 12.00 12.15 12.30				7.7*	28*	7.5 6.5	WED. WED.		8,120	10.9	4,990	8.2* 6.7 6.8*	29* 22 21*	8.1 7.2 6.6 6.5 6.8 5.8	WED. WED. FRI. FRI. FRI. FRI.
ABC STARKY AND HUTCH-11:30		11.30-12.37AM	11.30 11.45 12.00 12.15 12.30	6,930	9.3	4,840	6.5 6.5*	21 19*	6.6 6.4 6.8 6.7 5.9	THU. THU. THU. THU. THU.		6,930	9.3	4,690	6.3 6.1*	22 18*	6.3 5.8 6.3 6.8 6.1	THU. THU. THU. THU. THU.
ABC TUESDAY MOVIE OF THE WEEK		11.30-12.41AM	11.30 11.45 12.00 12.15 12.30	8,420	11.3	4,770	6.4 7.7*	22 23*	8.6 6.9 5.5 5.5 5.3	TUE. TUE. TUE. TUE. TUE.		6,410	8.6	4,250	5.7 6.2*	22 21*	6.6 5.8 5.8 5.3 4.8	TUE. TUE. TUE. TUE. TUE.
ABC CALIFORNIA JAM II(S)	1	12.00- 1.07AM	12.00 12.15 12.30 12.45 1.00	4,400	5.9	2,530	3.4 3.6*	13 12*	3.7 3.6 3.5 3.1 2.8	FRI. FRI. FRI. FRI. FRI.								
ABC BARETTA-THU.	1 2	12.37- 1.20AM 12.37- 1.27AM	12.30 12.30 12.45 1.00 1.15	4,170	5.6	3,350	4.5 4.7*	24 23*	5.0 4.5 4.4 4.3	THU. THU. THU. THU.		5,220	7.0	4,320	5.8 6.0*	32 29*	5.9 6.0 5.8 5.6	THU. THU. THU. THU.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2											
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %								
EVENING MONDAY-FRIDAY-CONT'D																							
ABC BARETTA-WED.	1	12.37- 1.29AM	12.30	5,360	7.2	4,020	5.4	32	5.3	WED.	4,920	6.6	3,730	5.0	27	5.5	WED.						
	2	12.37- 1.18AM	12.30													5.4*	28*	5.5	WED.	4.9	WED.		
			12.45															5.5	WED.	4.8	WED.		
			1.00															5.5	WED.	4.9	WED.		
			1.15															5.5	WED.	4.9	WED.		
ABC POLICE STORY-MON. 2	1	12.41- 1.28AM	12.30	5,140	6.9	4,250	5.7	33	5.7	MON.	4,170	5.6	3,500	4.7	29	4.9	MON.						
	2	12.41- 1.27AM	12.30																	4.8	MON.		
			12.45																	4.6	MON.		
			1.00																	4.6	MON.		
			1.15															5.9*	38*	5.8	MON.	4.6	MON.
ABC TUESDAY MOVIE-WEEK PART 2	1	12.41- 1.44AM	12.30	4,840	6.5	3,580	4.8	27	5.1	TUE.	4,020	5.4	3,430	4.6	24	4.8	TUE.						
	2	12.41- 1.21AM	12.30																	4.7	TUE.		
			12.45																	4.5	TUE.		
			1.00																	4.7	TUE.		
			1.15															4.8*	28*	4.7	TUE.	4.5	TUE.
CBS NEWSBREAK-M-F			1.30						4.2	TUE.						4.7	TUE.						
	1	>	8.45	7,970	10.7	7,750	10.4	21	11.1	M-F	8,120	10.9	8,120	10.9	22	10.9	M-F						
	2	8.58- 8.59PM	8.45																	9.1	TUE.		
			9.00																		M-F		
CBS LATE MOVIE I		>	-GRID	8,200	11.0	5,890	7.9	27			8,050	10.8	5,590	7.5	28		M-F						

CBS YOUR TURN LETTERS(S)	2	11.30-12.00MD	11.30	4,690	6.3	3,580	4.8	25	6.9	M-F	5,140	6.9	4,540	6.1	18	9.0*	28*	8.8	MTU THF
			11.45													7.4	MTU THF	7.4	MTU THF
			12.00													7.2*	27*	7.1	MTU THF
			12.15													6.7	MTU THF	6.7	MTU THF
			12.30													4.2*	20*	4.3	MTU THF
CBS LATE MOVIE II		>	12.45	4,690	6.3	3,580	4.8	25	6.9	M-F	4,920	6.6	3,800	5.1	27	4.2	WED.	4.2	WED.
			1.00													6.4	WED.	6.4	WED.
			1.15													5.8	WED.	5.8	WED.
			1.30													7.0	M-F	7.0	M-F
			1.45													5.8	THU.	5.8	THU.
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	7,820	10.5	7,820	10.5	22	10.5	M-F	7,970	10.7	7,970	10.7	22	6.0	MTU THF	6.0	MTU THF
			1.00													4.9*	23*	5.2	MTU THF
			1.15													4.8*	26*	4.8	MTU THF
			1.30													5.1*	30*	4.6	MTU THF
			1.45													3.6*	28*	3.6	WED.
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,070	6.8	2,530	3.4	24	4.5	FRI.	5,360	7.2	3,050	4.1	26	4.2	WED.	4.2	WED.
			1.15													3.6*	28*	3.6	WED.
			1.30													3.6*	28*	3.6	WED.
			1.45													3.6*	28*	3.6	WED.
			2.00													3.6*	28*	3.6	WED.
NBC TOMORROW SHOW		>	2.15	2,830	3.8	1,860	2.5	17	1.9	M-TH	2,830	3.8	1,940	2.6	17	4.4	FRI.	4.4	FRI.
			1.45													4.5	FRI.	4.5	FRI.
																4.8*	26*	4.8	FRI.
																4.1*	27*	3.8	FRI.
																3.3*	26*	3.8	FRI.
DAY MONDAY-FRIDAY ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F						2.8	FRI.	2.8	FRI.
																2.1*	16*	2.2	M-TH
																			M-TH
																			M-F
																			M-F

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00 10.15 10.30 10.45	5,290	7.1	3,430	4.6	21	4.1	THU.							
							4.3*	21*	4.4	THU.							
								5.1*	23*	5.2	THU.						
									4.9	THU.							
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,870	5.2	3,280	4.4	20	4.4	M-F	3,800	5.1	3,280	4.4	21	4.4	M-F
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00 4.15								5,220	7.0	4,250	5.7	20	6.0 5.5	TUE. TUE.
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	1,790	2.4	1,640	2.2	25	2.2		1,860	2.5	1,790	2.4	23	2.4	
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	2,980	4.0	2,910	3.9	33	3.9		3,280	4.4	3,130	4.2	31	4.2	
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 9.59AM	9.45	3,870	5.2	3,730	5.0	26	5.0		4,400	5.9	4,100	5.5	26	5.5	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,400	5.9	4,250	5.7	27	5.7		5,740	7.7	5,590	7.5	33	7.5	
ABC SCHOOLHOUSE ROCK-12.26PM		12.26-12.29PM	12.15	4,020	5.4	3,800	5.1	23	5.1		4,840	6.5	4,470	6.0	24	6.0	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,160	2.9	2,010	2.7	29	2.7		2,380	3.2	2,240	3.0	32	3.0	

CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,910	3.9	2,610	3.5	26	3.5		3,430	4.6	3,280	4.4	31	4.4	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,140	6.9	4,920	6.6	37	6.6		5,070	6.8	4,920	6.6	38	6.6	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	5,510	7.4	4,990	6.7	34	7.2 6.5		6,180	8.3	5,740	7.7	36	7.7 7.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,220	7.0	4,920	6.6	32	6.6		6,710	9.0	5,890	7.9	35	7.9	
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	3,800	5.1	3,650	4.9	23	4.9		5,070	6.8	4,620	6.2	26	6.2	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,320	5.8	3,950	5.3	25	5.3		4,990	6.7	4,540	6.1	25	6.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,800	5.1	3,500	4.7	21	4.7		3,130	4.2	2,910	3.9	16	3.9	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,250	5.7	4,020	5.4	23	5.4		3,350	4.5	3,130	4.2	18	4.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,430	4.6	3,200	4.3	18	4.3		2,530	3.4	2,380	3.2	13	3.2	
CBS IN THE NEWS-1.56PM		1.56- 1.59PM	1.45	3,950	5.3	3,430	4.6	19	4.6		3,950	5.3	3,580	4.8	20	4.8	
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	3,730	5.0	3,580	4.8	23	4.8		3,650	4.9	3,500	4.7	21	4.7	
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	4,320	5.8	4,100	5.5	27	5.5		4,540	6.1	4,470	6.0	26	6.0	
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,170	5.6	3,950	5.3	25	5.3		4,920	6.6	4,690	6.3	26	6.3	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.12- 5.44PM	+GRID 5.30								13,340	17.9	5,510	7.4	26	8.7	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	+GRID	4,540	6.1	4,100	5.5	23			3,650	4.9	3,650	4.9	20	4.9	
	2	2.00- 2.12PM	2.00 2.15						6.6								
DAY SUNDAY																	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,790	2.4	1,640	2.2	12	2.2		1,860	2.5	1,790	2.4	11	2.4	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,120	1.5	970	1.3	15	1.3		750	1.0	750	1.0	12	1.0	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	890	1.2	820	1.1	10	1.1		1,040	1.4	970	1.3	12	1.3	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SUNDAY-CONT'D													
CBS HARTFORD OPEN-SUN(S)	2	4.24- 4.34PM	4.15						4,250	5.7	2,830	3.8	12
	2	5.51- 6.00PM	4.30										4.0
			5.45										3.8
NBC NFL PRE-SEASON FTBL-NBC(S)	2	1.30- 4.31PM	→GRID 4.30						15,270	20.5	6,850	9.2	32
													9.0